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Kentucky Ag News Headlines

Kentucky Proud Search Engine Makes It Easy to Find Favorite Food Products

Kentucky Ag Connection - 10/03/2008

Looking for a beef producer close to home? Trying to find out where you can buy your favorite Kentucky Proud products? The Kentucky Department of Agriculture has launched an Internet search engine that enables consumers and businesses to find the Kentucky Proud foods and products they're looking for.

"The Kentucky Proud search engine is easy to use, and it's free," Agriculture Commissioner Richie Farmer said. "Anyone can use it to search through about 1,300 Kentucky Proud members selling more than 18,000 products. We expect it will boost sales of Kentucky Proud products, which will mean more income for Kentucky farmers and more economic activity in our rural communities."

From the Kentucky Department of Agriculture's Web site, www.kyagr.com, users may go to the Kentucky Proud pull-down menu and click on Find KY Proud Producers or Find KY Proud Products. On the "Search for KY Proud Producers" site, users may enter any combination of the company name, the county and the city to find Kentucky Proud producers. On the "Search for KY Proud Products" site, users may select one or more product categories and then select one or more product names. Users may narrow their search to a specific county or city, or search for all products in a county or city.

The search result provides links for viewing details of each member's listing. Each listing contains contact information for the Kentucky Proud member, the products the member produces and/or sells, the member's physical address and the Web site address if it has a site.

The Department plans to add more detail to the listings – for example, listing organic products.

Kentucky Proud members are encouraged to check their listings regularly to make sure they are accurate and up to date. Members may contact Donna Baker at donnaj.baker@ky.gov or (502) 564-4983 to make changes or additions to their listings.



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